

# The Modern Viewpoint in the Petroleum Industry

**T**WENTY years ago, when the famous Spindle Top gusher was brought in, a great volume of petroleum was permitted to spout from the discovery well and flow to waste in the Gulf of Mexico, only the feeblest effort being made to conserve it.

Today, such a practice would be considered so wasteful as to be criminal. The modern viewpoint does not tolerate waste in any phase of the oil industry.

For many years the Standard Oil Company (Indiana) has been in the lead of those forces which sought conservation, economy and maximum efficiency in the refining of petroleum.

This Company was convinced that refining methods were susceptible of continuous improvement; it believed that with every year of experience, more gasoline might be produced from the crude oil. In furtherance of this idea of continually increasing efficiency, the Company installed the best laboratory equipment obtainable, and employed the most expert petroleum chemists. From these laboratories, has come along other notable improvements, the famous Burton process, to increase the yield of gasoline from the crude, without sacrifice of quality.

The Standard Oil Company (Indiana) is so organized that it is responsive to new ideas, both social and industrial. Its policy is flexible. It does not operate by rule of thumb. The very foundation of its ability to be of such fundamental service to society, lies in its recognition of the value of a close alliance between industry and science. It has developed an organization which fits smoothly into the machinery of social progress.

The Standard Oil Company (Indiana) is guided by men who represent in their points of view the aspirations and determinations of the new world in which we live. These men, Directors of the Company, conceive their task to be that of guiding the industry in accordance with modern ideas of fairness and justice. These men possess both the experience derived from long intimacy with petroleum problems, and the foresight to anticipate the future with its constantly changing industrial values and economic needs.

**Standard Oil Company**  
(Indiana)  
910 So. Michigan Ave., Chicago  
2381

## THE COUNTY SCHOOL UNIT

The small isolated district school is the type of school usually found in pioneer communities. Most of the 48 States of the Union began their school system with the isolated country school. Experience has shown that the schools suited to pioneer conditions do not necessarily meet the needs of progressive, modern communities. As the inefficiency of this small district school has been seen, the states have gradually changed to a better organization.

The six New England states have the "Town" (almost township system). Everything in New England centers about the "Town" so this is the natural and proper type of organization in these states. Of the remaining 42 states, 20 have adopted the county unit system and made this system mandatory for every county in the state; 2 have adopted an optional county unit system; 5 a township system; 3 have both a township and district system; the 12 remaining states have the small district system.

Thus it is seen that three-fourths of the states have avoided or abandoned the small district system. No state that has once adopted the county unit system has ever abandoned it. This is certainly an unanswerable argument for the county unit, since most of the states have changed from the small district to the county unit system; certainly some of these would have changed again to small districts had not the county unit proved a better system.

Of the 12 states that have the small district system, Missouri is the oldest, except the state of New York. Since the state of Missouri is now a century old as a state, it has certainly passed the days of settlement and exploration. Pioneer methods and pioneer tools have been replaced in Missouri by modern methods and tools in nearly everything else. Why not in the schools? Are the children of Missouri not her greatest asset? Should they not have the best? Shall we do less for our children than Utah does for hers? Shall we do less than California and Arizona? We shall unless we improve our present school system. Up to date no one has offered anything better than the county unit.

Six years ago only 13 states had the county unit system. Now 22 have this system, an increase of 9 in six years or more than 1 per year.

Every state that has a small district system knows that it is inefficient and hopes to change it sometime. When will Missouri join the majority column and the progressive column of states?



## THE HOME NEWSPAPER

When people want to interest distant friends in their home town they send away copies of the local paper.

When any one wants to know what kind of a place a distant town is he sends for a copy of the local newspaper.

When the merchants are full of courage and advertise freely, an impression is created among the many people living outside of town who see the paper that this is a wide-awake little business town. If at times the merchants let up a little on their advertising, the town does not look so good to outsiders.

In supporting the home paper, therefore, you not only get the local and business news, but you help on all civic causes, you are enabled to participate to the fullest extent in its life, and you help the town exert influence and create a favorable impression outside.—Exchange.

## CONDEMN HIGH PRICED STOCK FOODS

**Prominent Hog Raiser Says Prices Charged Are Unwarranted—Makes Own Hog Food, With Better Results**

"That he is all through paying fancy prices for stock foods and hog remedies and that he is raising some of the best hogs ever placed on the market" was the statement made recently by E. H. Beckstead, well-known hog raiser and authority on live stock.

Mr. Beckstead's hogs are the envy of his neighbors, and have "topped the market" for several years in Iowa. He states that for years he bought high-priced hog foods and hog remedies, but he is all through paying extravagant prices for what he can make himself. He states that what the hogs need are minerals, and tells the secret of his wonderful success by explaining that he takes about five pounds of ordinary mineraline (which is pure concentrated minerals and cost only a couple of dollars) and mixes same with enough bran or filler to make a hundred pounds. All hogs, and especially brood sows, require minerals, as they keep them free from worms, and in the pink of condition, and are essential to the hogs' growth and well balanced ration. This inexpensive mixture placed in a sheltered box where the hogs can get at it as they need it, will produce far better results than any high priced so-called stock foods.

Send two dollars to the Mineraline Chemical Co., 1838 North Wells St., Chicago, Ill., and they will forward you by prepaid parcel post, enough mineral to make a full hundred pounds. (Adv.)

## PAINT

By VIRGINIA BAKER.

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They were just at that stage in the affair when other people were saying: "When do you suppose they'll announce it?" and they were saying to each other all sorts of sweet unrepeatable things.

But, between you and me, what he said was really quite conservative, for he was Scotch. Added to this native circumspectness was an undemonstrativeness fostered by a mother who came from old New England stock. So, because he inherited a conscience and old-fashioned ideas, one of the things he had to whisper to his girl was:

"Philbie, dear, I wish you wouldn't put so much of that red stuff on your lips and cheeks. You really don't need it, you know."

This was just a mild protest. But, as Philbie had no Scotch or Puritan blood in her veins, rather quite a spirited mixture of Irish and French, she replied with a mischievous toss of her bobbed brown curls: "How do you know? Do you know if you've ever seen me without it?"

"Well, really now, as you put it that way, I couldn't exactly say," Angus added down, rather embarrassed, because he had only seen Philbie 12 and a half times. The half was when he had first met her—in the paint and varnish department of the Armstrong Hardware company, where Angus was clerk. Philbie had given him quite a large order for white and green and black and red paint. She and her mother were fixing up the little house they had bought with part of dear papa's insurance money. They had never had a real home before because they had traveled around with papa, who had been an animal trainer with Buys Sinko circus.

It was this environment which was responsible for Philbert's pernicious practice of rouging.

Then, as lovers always do at least once, they quarreled. He even went so far as to say that he didn't want to kiss her any more if she smeared that stuff on, because his lips never touched hers—they just tasted that paint.

At first Philbie was furious. "I guess you'll never get the chance again, after that," she flung at him.

Angus took his cue and his hat. But the animal training instinct, which she had inherited from her father, made Philbie stop him when his hand was on the knob of the screen door. "Angus," she said, "I won't put it on any more." And she meant it, because she saw the truth in his brutal speech. She wanted him to kiss her now, quick!

He turned and saw her there rubbing furiously at her lips with a bit of a handkerchief. But because he was Scotch he did not gather her in his arms and cover the red on the handkerchief as well as her lips with penitent kisses, as a movie lover would have done. Oh, no. Because he was Scotch, he said: "You will promise me, Philberta, never to use or have in your possession again this disgusting red ointment."

Philbie meekly promised, "Yes," because just then he kissed her.

Philbie was very busy finishing the dressing up of the little house, because, on the afternoon of a certain red letter day, ten of her best girl friends were coming to a tea party.

And then one day, a week before the date set for the party, Angus called in the morning when Philbie was not expecting him. His call was very informal.

He almost had her in his arms, and bent down—but he did not kiss her. He had seen her face. There was a red blotch on each cheek.

He stared at her so long that Philbie asked in a troubled voice: "So early in the morning? What do you want?"

"Nothing, now," Angus cut off the words with cold finality. Then, as an after-regret, and with deep reproach in his voice: "You said you wouldn't put it on again!"

"What?" asked Philberta. And because she looked at the can in front of her, she put both hands to her cheeks. Thereupon she began to laugh an ever increasing crescendo of gurgles and trills. Finally, she struck her already slightly discolored finger into the can before her, and with it she touched each of Angus' cheeks.

That outraged gentleman had stood in motionless amazement at her mirth, but now he cautiously put up one of his own fingers to his cheek. It felt wet and rather sticky. He looked at his finger, smelled of the red smooch, and then he, too, began to laugh. When a Scotchman finally does see a joke on himself, he can appreciate it.

"What the deuce were you doing, anyway?" Angus asked.

"Oh, just trying to paint up those two old card tables to look oriental, like some laquered ones I saw in town. Won't the girls think they're sporty when they see them on the veranda next Thursday?"

"George! What a capable little wife you're going to make!" and Angus laughed some more.

The laugh did not last as long as it might have; it was very soon smothered against a dab of red on an otherwise smooth, pink cheek. Yes, Angus not only kissed the paint on Philberta's cheek, but he himself transferred some of it to the place where he had said it was most especially tabooed.



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## FAMOUS OUTLAW FOUND DEAD

"Old Jack," known to everybody out southwest of Paris, was found dead on the Judge Courtright farm last Thursday morning, having passed peacefully away after an outlaw life extending over 36 eventful years. "Old Jack" was perhaps the most obstinate and self-willed mule the world ever saw. He was willing to work any other mule to death, a trick he performed several times, provided he was handled right. Nobody could put a bridle on him, not that he was opposed to bridles but because they should be donned. If his master would hold the bridle in proper position and stand back a few feet he would walk forward and take it of his own accord, otherwise he would loaf while the other mules worked. "Old Jack" was deeply prejudiced against carrying anything on his back whether it was a man or a saddle, and it was a task he never submitted to as long as he lived. Time after time some self-confident man assayed the trick. In every instance the old mule shook him off and tore the saddle to pieces. Once at Holliday a wild west broncho buster offered a prize for any animal he could not tame. When he got through with Old Jack, his thighs were all frazzled out and there was a whole section of seats and canvas missing from his tent where the victorious mule had dashed through when the struggle was over. A similar catastrophe overtook a circus performer at Paris some years later when Old Jack

was brought in for him to ride. One job seemed to appeal to this mule. This was cultivating garden with a single-shovel plow. He was never known to step on growing plant and always put on an exhibition stunt when it came time to turn. The Courtright boys and their father became greatly attached to the old mule as the years wore away, respecting his whims and humoring him like a spoiled boy. He was only 14½ hands high. One season he was worked alongside of Mark Hanna, a monster 17½ hands high. Everybody thought this would be the end of the little outlaw but he was alive and frisky when Mark quit the game and died in disgust. But Old Jack did not die of old age; he was too obstinate for anything like that. He foundered on his feed and died an unnatural death.—Paris Appeal.

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